

Message Text

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PAGE 01 NEW DE 01620 311515Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----101456 311520Z /46

P R 311113Z JAN 78
FM AMEMBASSY NEW DELHI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9109
AMCONSUL BOMBAY
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS NEW DELHI 1620

ATTENTION WILLIAM DONAHOE, BED/OED/EID

E.O. 11652: N/A
TAGS: BEXP, IN
SUBJECT: PROPOSED EXPORTER/AGENT INFORMATION SYSTEM (E/AIS)

REF: 77 A-4335

1. MISSION IS VERY MUCH INTERESTED IN HAVING ONE OF INITIAL MICROFICHE EXPORTER/AGENT INFORMATION SYSTEMS (E/AIS) FOR INSTALLATION IN NEW DELHI OR BOMBAY. WE WILL UNDERTAKE A STUDY TO DETERMINE MOST SUITABLE LOCATION.

2. AMPLE SPACE IS AVAILABLE IN BOTH COMMERCIAL SERVICES CENTERS AND LOCAL STAFF WOULD BE TRAINED TO ASSIST VISITORS IN USE OF E/AIS.

3. LOCAL BUSINESS COMMUNITY, GOVERNMENT OFFICIALS, AND OTHERS WOULD HAVE FREE ACCESS TO E/AIS IN NEW DELHI OR BOMBAY AS COMMERCIAL SERVICES CENTERS ARE IN PUBLIC AREAS OF EMBASSY AND CONGEN ON GROUND FLOOR. DURING 1977, THE COMMERCIAL SERVICES CENTER IN NEW DELHI RECEIVED 2685 VISITORS, HANDLED 4891 WRITTEN INQUIRIES, AND
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ANSWERED APPROXIMATELY 6000 TELEPHONE INQUIRIES. CONGEN BOMBAY, IN THE MAIN BUSINESS CENTER OF INDIA, ALSO HANDLES LARGE NUMBERS OF INQUIRES AND VISITORS.

4. WE DO NOT KNOW OF ANY SIMILAR PRIVATE SECTOR SERVICES IN INDIA. IN FACT, THIS TYPE OF INFORMATION IS EXTREMELY DIFFICULT FOR INDIAN BUSINESSMEN AND OTHERS TO OBTAIN.

5. WE FEEL THAT AN EXCLUSIVE SERVICE UNIT FOR INDIA IS JUSTIFIED. WE ALSO BELIEVE AN INSTALLATION IN NEW DELHI OR BOMBAY COULD SERVE THE OTHER INDIAN POSTS AT CALCUTTA AND MADRAS FOR SOME INQUIRES. MANY INDIAN BUSINESSMEN TRAVEL REGULARLY TO NEW DELHI AND BOMBAY FROM OTHER PARTS OF INDIA AND, IF THEY WERE AWARE OF E/AIS, THEY COULD MAKE THEIR INQUIRES DURING THEIR VISITS. ALSO, WRITTEN IN-QUIRIES WHICH ARE DETERMINED BY THE CONSTITUENT POST TO HAVE GOOD SALES POTENTIAL COULD BE FORWARDED TO THE E/AIS CENTER FOR REPLY. UNCLASSIFIED DIPLOMATIC POUCHES MOVE DAILY BETWEEN POSTS IN INDIA; THUS, INQUIRIES COULD BE HANDLED EXPEDITIOUSLY. WE WOULD PLAN TO PUBLICIZE THE E/AIS THROUGH OUR COMMERCIAL NEWSLETTER WHICH HAS AN ALL-INDIA CIRCULATION OF 6,000 COPIES PER MONTH.

6. YES, MISSION WOULD LIKE TO RECEIVE INDEX OF VENDORS AND INDEX OF PRODUCTS IF WE ARE NOT CHOSEN FOR AN INITIAL INSTALLATION. WE BELIEVE, HOWEVER, THAT MISSION SHOULD RECEIVE AN INTIAL E/AIS INSTALLATION FOR FOLLOWING REASONS: (1) FOUR POST, NEW DELHI, BOMBAY, CALCUTTA, AND MADRAS, WOULD BE SERVED BY ONE E/AIS CENTER; (2) LARGE NUMBERS OF VISITORS AND COMMERCIAL INQUIRES WOULD BE SERVICED IN A PERIOD OF IMPROVED PROSPECTS FOR U.S. BUSINESS IN INDIA, (3) COMMERCIAL INFORMATION ON US COMPANIES AND PRODUCTS PROVIDED BY E/AIS IS VIRTUALLY IM-UNCLASSIFIED

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POSSIBLE FOR INDIAN COMPANIES AND OTHERS TO OBTAIN FROM OTHER SOURCES; AND (4) E/AIS WOULD BE IN KEEPING WITH OTHER RECENT USG INITIATIVES TO EMPHASIZE IMPROVED POLITICAL AND ECONOMIC RELATIONS BETWEEN US AND INDIA. WE WOULD PLAN TO PUBLICIZE E/AIS AS SIGNIFICANT STEP BY USG TO PROVIDE MOST MODERN AND ADVANCED COMMERCIAL INFORMATION SERVICES TO INDIA.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978NEWDE01620
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780046-0205
Format: TEL
From: NEW DELHI
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1978/newtext/t1978014/aaaaacnv.tel
Line Count: 102
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b816c7e1-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3738950
Secure: OPEN
Status: NATIVE
Subject: PROPOSED EXPORTER/AGENT INFORMATION SYSTEM (E/AIS)
TAGS: BEXP, IN
To: COM
Type: TE
vdkgvwkey: odbs://SAS/SAS.dbo.SAS_Docs/b816c7e1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014